

TRIAL EXHIBIT 44

Outbound Campaigns

Winback:

Who is eligible: Any current customer/promoter who has not placed an order within the last 90 days.

Offer: 50% off your next Challenge Kit order

- Limit two Challenge Kits per customer/promoter id number
- Excludes Balance Kit

Winback with free Samples: (Through January 2016 Production)

Who is eligible: Any current customer/promoter who has not placed an order within the last 90 days that received an email offer or mentions "Winter Savings." ***North America only***

Offer: 50% off your next Challenge Kit Order

- Limit two Challenge Kits at 50% off per customer/promoter id number
- Only 1 Kit is eligible for the free samples
- Excludes Balance Kit
- Crunch Kit at 50% off does not come with free samples.

Kits and Samples Include:

- **Fit Kit \$149.99** (Normally \$299.00)
 - K0035 Health Flavor Mix-In Variety 10 samp. PK 1
 - N1016 US Vi Crunch Single Serv Pkt 1
 - N1034-1 Vi Bites Chocolate Monkey (S. S. Pkt) 1
 - N1210 US Vi-Shape Nutritional Shake Mix 30 Ser 2
 - N1211-1 Vi-Shape Nutritional Shake Mix 1 Packet 1
 - N1225 US Pro 2
 - N1226 US Go Shot 2
 - N1226-1 Go Shot (Single Bottle) 1
 - N1227-1 Chocolate Chip Cookie (Single Unit) 1
 - N1237 US Chocolate Chip Cookie - 10 Ct 1
 - N1238 US Oatmeal Raisin Cookie - 10 Ct 1
 - N1239 US Peanut Butter cookie- 10 Ct 1
 - N1243-1 Neon Energy Drink 8.4 oz (Single Can) 1
 - N1247-1 Nutra-Bar Chocolate Caramel (S. S. Bar) 1
 - N1248-1 Nutra-Bar Peanut Butter & Jelly S. Serv 1

- **Transformation Kit \$124.99** (Normally \$249.00)
 - K0035 Health Flavor Mix-In Variety 10 samp. PK 1
 - N1016 US Vi Crunch Single Serv Pkt 1
 - N1034-1 Vi Bites Chocolate Monkey (S. S. Pkt) 1
 - N1070 NEURO RASPBERRY 1
 - N1071 NEURO LEMON 1
 - N1210 US Vi-Shape Nutritional Shake Mix 30 Ser 2
 - N1211-1 Vi-Shape Nutritional Shake Mix 1 Packet 1
 - N1213 US Vi-Trim Clear Control Drink Mix 30 Pk 1
 - N1224 US Omega Vitals Tablets 1
 - N1226-1 Go Shot (Single Bottle) 1
 - N1227-1 Chocolate Chip Cookie (Single Unit) 1
 - N1233 US Vi-Slim Metab-awake! 1
 - N1243-1 Neon Energy Drink 8.4 oz (Single Can) 1
 - N1247-1 Nutra-Bar Chocolate Caramel (S. S. Bar) 1
 - N1248-1 Nutra-Bar Peanut Butter & Jelly S. Serv 1
- **Core Kit \$99.99** (Normally \$199.00)
 - K0034 US Health Flavor Mix-In Variety 1
 - N1002 NEW VI PAK 1
 - N1016 US Vi Crunch Single Serv Pkt 1
 - N1034-1 Vi Bites Chocolate Monkey (S. S. Pkt) 1
 - N1070 NEURO RASPBERRY 1
 - N1071 NEURO LEMON 1
 - N1210 US Vi-Shape Nutritional Shake Mix 30 Ser 1
 - N1211-1 Vi-Shape Nutritional Shake Mix 1 Packet 1
 - N1226-1 Go Shot (Single Bottle) 1
 - N1227-1 Chocolate Chip Cookie (Single Unit) 1
 - N1243-1 Neon Energy Drink 8.4 oz (Single Can) 1
 - N1247-1 Nutra-Bar Chocolate Caramel (S. S. Bar) 1
 - N1248-1 Nutra-Bar Peanut Butter & Jelly S. Serv 1
- **Fuel Kit \$74.99** (Normally \$149.00)
 - K0053 US Mix-In (7ct Straw. & 7ct Choco) 1
 - N1010 US Vi Crunch Cereal Pouch 2
 - N1012 US ViCrunch Fusions Tri-Bery 1
 - N1013 US ViCrunch Fusions Choc Mac. 1
 - N1016 US Vi Crunch Single Serv Pkt 1
 - N1034-1 Vi Bites Chocolate Monkey (S. S. Pkt) 1
 - N1210 US Vi-Shape Nutritional Shake Mix 30 Ser 1
 - N1211-1 Vi-Shape Nutritional Shake Mix 1 Packet 1
 - N1226-1 Go Shot (Single Bottle) 1
 - N1227-1 Chocolate Chip Cookie (Single Unit) 1

- N1243-1 Neon Energy Drink 8.4 oz (Single Can) 1
- N1247-1 Nutra-Bar Chocolate Caramel (S. S. Bar) 1
- N1248-1 Nutra-Bar Peanut Butter & Jelly S. Serv 1
- **Shape Kit \$49.99** (Normally \$99.00)
 - K0035 Health Flavor Mix-In Variety 10 samp. PK 1
 - N1016 US Vi Crunch Single Serv Pkt 1
 - N1034-1 Vi Bites Chocolate Monkey (S. S. Pkt) 1
 - N1210 US Vi-Shape Nutritional Shake Mix 30 Ser 2
 - N1211-1 Vi-Shape Nutritional Shake Mix 1 Packet 1
 - N1226-1 Go Shot (Single Bottle) 1
 - N1227-1 Chocolate Chip Cookie (Single Unit) 1
 - N1243-1 Neon Energy Drink 8.4 oz (Single Can) 1
 - N1247-1 Nutra-Bar Chocolate Caramel (S. S. Bar) 1
 - N1248-1 Nutra-Bar Peanut Butter & Jelly S. Serv 1

Fuel Kit Upgrade:

Who is eligible: Any current customer or promoter currently on a Balance, Shape or Crunch Kit Auto-Ship

Offer: Upgrade to the Fuel Kit for the next 3 Auto-Ships and receive your choice of the following items for free.

- Vi Crunch 7 servings free per A/S
- Chocolate Monkey ViBites 7 servings free per A/S
- The free items will be removed after the 3rd Auto-Ship but the Fuel Kit will remain on Auto-Ship until the customer/promoter changes it.

Product Credit Points:

Who is eligible: Any current customers/promoter with unused ViPoints on their account.

Offer: Use points today to place order for a new Vi-Product they haven't tried yet. They can also apply their points to their next Auto-Ship order.

EU Winback:

Who is eligible: Any EU customer/promoter who has not placed an order in the last 90 days.

Offer: 50% off their next Challenge Kit

- Limit two kits per customer/promoter id#
- Excludes Balance Kit
- Receive 25 ViPoints in January 2016 if they stay on their Challenge Kit!
 - Must redeem by December 24, 2015

Press One Campaigns: When a customer/promoter presses one to connect to an agent this is the dialogue that the agent should use as a general guideline.

Winback:

- Thank you for connecting with ViSalus this is (Agent Name) do you have your id number so I can locate your account?
 - Locate the customer/promoter and have them confirm proper account information
 - Offer them the current Win-back promotion available.
 - Have Challenge Conversation
 - Attempt Upsell
 - Advise of any additional tax and shipping costs before placing an order.
 - Thank you for living the Vi Life, have a wonderful day!
 - Notate in Exigo

Fuel Kit:

- Thank you for connecting with ViSalus this is (Agent Name) do you have your id number so I can locate your account?
 - Locate the customer/promoter and have them confirm proper account information
 - Offer them the current Fuel Kit Upgrade offer available.
 - Have Challenge Conversation
 - Attempt Upsell
 - Advise of any additional tax and shipping costs before placing an order.
 - Thank you for living the Vi Life, have a wonderful day!
 - Notate in Exigo

Decline:

- Thank you for connecting with ViSalus this is (Agent Name) do you have your id number so I can locate your account?
 - Locate the customer/promoter and have them confirm proper account information
 - Advise them their Credit Card information is either expired or invalid and this caused their current order to decline.
 - Make sure they are the CC holder when updating the information, if they are not we need the CC holder on the phone to make changes.
 - Have Challenge Conversation
 - Attempt a sale and upsell
 - Advise of any additional tax and shipping costs before placing an order.

- Thank you for living the Vi Life, have a wonderful day!
- Notate in Exigo

Neon:

- Thank you for connecting with ViSalus this is (Agent Name) do you have your id number so I can locate your account?
 - Locate the customer/promoter and have them confirm proper account information
 - Ask them if they have tried our new energy drink NEON. Whether it is yes or no ask them if they would like to purchase a case today or add to their next Auto-Ship order.
 - Have Challenge Conversation
 - Attempt Upsell
 - Advise of any additional tax and shipping costs before placing an order.
 - Thank you for living the Vi Life, have a wonderful day!
 - Notate in Exigo

To reprocess a declined order:

- 1) Locate account using ID or Order number.
- 2) Pull up this month's declined order that coincides with the excel document.
- 3) Click "Edit"
- 4) Click "Payment"
- 5) Click "Add"
- 6) Click "Authorize Now"
 - a. If they have ViPoints that were to be added to this order first click "Payment Method", "Pay with Points" put in correct amount of points to be used
 - b. Click "Authorize Now" once points have been redeemed.
 - c. Notate exigo is reprocess is successful